The wireless companies should include fees as part of the monthly rate. I pay T-Mobile an 86 cent fee each month for "regulatory cost recovery fee" (among others), and I am in their \$39.99 plan. Everyone who has T-Mobile pays this fee...the \$19.99, \$29.99, \$39.99, \$49.99 etc. plans ALL include this fee. They should include all flat fees in their stated monthly rate...thus my \$39.99 plan would be a \$40.85 plan (plus any other flat fees). This would give the consumer better basis for price comparison while looking at wireless plans.